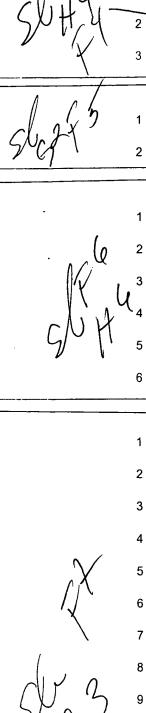
a content provider coupled to the target computer to transmit the [a] 3 content, the content provider comprising: 4 auser rule page containing information obtained from the target 5 computer by a first agent, and a rulebook to generate a rule based on the user rule page, the rule controlling a direction of the content from a database to be transmitted to the target computer. [a content provider to trànsmit a content to a target computer using a 10 rule book based on user information from a user, the rule book generating a 11 user specific rule, the user specific rule automatically being varied according 12 to additional user information; 13 a collecting agent to provide the user information to the content 14 provider: and 15 a triggering agent to determine if further user information is needed to 16 allow the content provider to verify an identification code and a baseline 17 profile for the user]. 18 (Three Times Amended) The system of claim 1 wherein the rule 2. is stored in form of a condition-action pair [user information further includes

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3. (Four Times Amended) The system of claim 2 [1] wherein a condition in the condition-action pair is a hardware characteristic of the target computer [further comprising a baseline user profile including a hardware profile which is updated by a program running on the content provider].

data for a software profile].



4. (Three Times Amended) The system of claim 3 wherein the <a href="hardware characteristic is a modem">hardware characteristic is a modem</a> [baseline user profile includes information on a processor] speed.

5. (Two Times Amended) The system of claim 1 wherein the first [collecting] agent uses MICROSOFT® ACTIVE X<sup>TM</sup>.

6. (Three Times Amended) The system of claim 1 [4] wherein the rule page comprises at least one of a hardware profile indicating hardware capabilities of the target computer, a software profile indicating software used by the target computer, and a user profile including dynamic information related to a user using the target computer [baseline user profile includes a subkey indicating the processor speed of the target computer].

7. (Five Times Amended) A method [of communicating information] comprising:

obtaining information from a target computer by a first agent, the information being stored in a user rule page

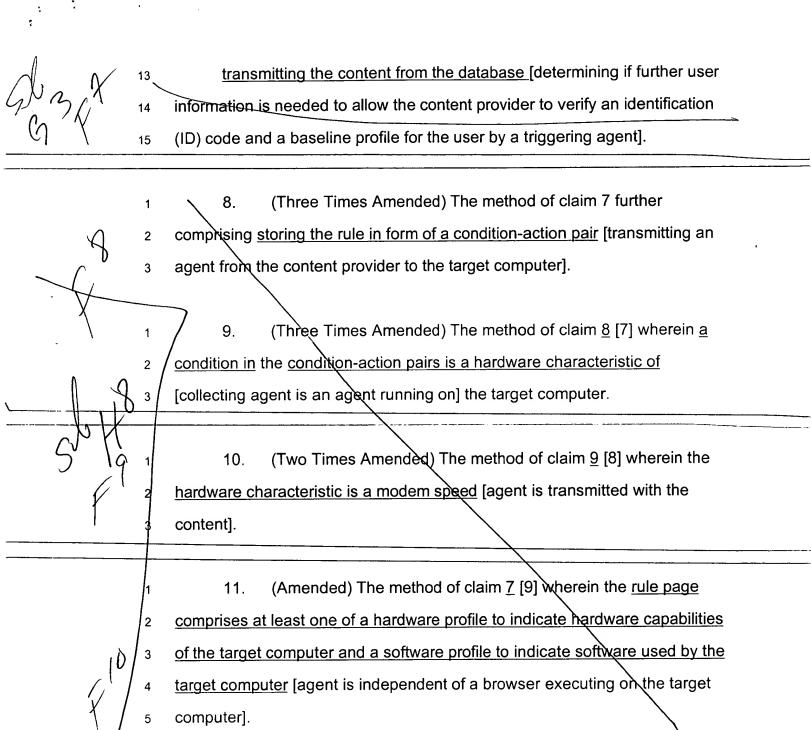
[transmitting a content from a content provider to a target computer using a rule book based on user information from a user];

generating a [user specific] rule <u>based on the rule page</u> by <u>a</u> [the] rule book, the rule controlling a direction of the content from a database[, the user specific rule automatically being varied according to a additional user information;

providing the user information, by a collecting agent, to the content provider]; and

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13. (Two Times Amended) The method of claim 7 wherein the rule page comprises a user profile including dynamic [further comprising:

receiving user] information related to a user using [from] the target computer[;

filtering the user information to create a significant data;

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arranging the significant data to create a modified user database; and generating a second user content].

algy (x) 14. (Five Times Amended) A content provider [for providing content over a network] comprising:

a user rule page containing information being obtained from a target computer by a first agent [profile corresponding to a target computer account]; and

a rulebook to generate a rule based on the user rule page, the rule controlling a direction of [select data] a content from a database to be transmitted to the target computer [according to the user profile, the rule book providing a rule having a condition-action pair].

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16. (Three Times Amended) The content provider of claim 14 wherein the rule is stored in form of a [condition of the] condition-action pair [includes a hardware characteristic of a target computer associated with the target computer account].

5) \*\*

17. (Amended) The content provider of claim 16 wherein <u>a condition</u>
in the <u>condition-action pair is a hardware characteristic of the target computer</u>
[is a modem speed].

18. (Amended) The content provider of slaim 17 [16] wherein [when] the hardware characteristic is a modem speed [satisfies a first condition, high fidelity ad content is transmitted, and when the hardware characteristic satisfies a second condition, lower fidelity ad content is transmitted].

Slot 14

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- 19. (Two Times Amended) The content provider of claim 14 wherein the [user profile includes at least one] rule page comprises [including a plurality of keys, the plurality of keys includes] a hardware profile to indicate hardware capabilities of the target computer [associated with the target computer account].
- 20. (Two Times Amended) The content provider of claim 14 [19] wherein the <u>rule page comprises</u> [plurality of keys includes] a software profile to indicate software used by the target computer [account].
- 1 21. (Two Times Amended) The system of claim 1 <u>further</u>
  2 <u>comprising a second agent to update information in the user rule page</u>
  3 [wherein the [user specific] rule directs the content in a database and
  4 provides a rule page corresponding to the target computer].
  - 22. (Two Times Amended) The <u>content provider</u> [system] of claim 14 [21] wherein the <u>content is transmitted in an internet protocol format</u> [rule page is identified to the target computer via a rule page identification number, the rule page containing a user profile].
  - 23. (Amended) The content provider of claim 20 wherein the software profile includes a software package and memory usage by [system of claim 22 wherein the rule page comprises a hardware profile, a software profile, a user profile and other profile information on] the target computer.

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- 1 \ 24. (Amended) The system of claim 6 [23] wherein the hardware
- 2 profile includes a type of processor, an amount of memory available,
- processor clock speed and memory usage on the target computer.
- 25. (Amended) The system of claim <u>6</u> [23] wherein the software
- profile includes a software package and memory usage by the target
- 3 computer.
- 1 26. (Amended) The system of claim <u>6</u> [23] wherein the <u>dynamic</u>
- 2 [user] information comprises information on web sites visited and time spent
- 3 by the user.

- 27. (Amended) The <u>content provider of claim 14 wherein the rule</u>
  page comprises a user profile including dynamic information related to a user
  using the target computer [system of claim 21 wherein the rule has a form of
  condition-action pairs].
- 1 28. (Amended) The system of claim 4 [27] wherein the rule matches
- the content with the hardware characteristic [characteristics] of the target
- 3 computer.
- 1 29. (Amended) The system of claim 1 wherein the content is an
- 2 advertisement banner.
- 30. (Amended) The method of claim 7 further comprising [wherein
- transmitting the content comprises]:
- 3 updating the information in the rule page

[storing the content in a database;

generating a rule to control and direct the content in the database by the rule book;

providing a rule page corresponding to the target computer by the rule book].

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31. (Two Times Amended) The method of claim 30 wherein

updating the information [providing the rule page] comprises

inserting new data into the rule page

[obtaining a user profile]; and

removing old data from the rule page

[identifying the target computer via a rule page identification based on

7 the user profile].

2/4/8 6/9 32. (Amended) The content provider of claim 19 wherein the hardware profile includes a type of processor, an amount of memory available, processor clock speed, and memory usage on the target computer [method of claim 31 wherein the rule page comprises a hardware profile, a software profile, and a user profile].

- 33. (Amended) The method of claim 11 [32] wherein the hardware profile includes a type of processor, an amount of memory available, processor clock speed and memory usage on the target computer.
- 34. (Amended) The method of claim 11 [32] wherein the software profile includes a software package and memory usage by the target
- 3 computer.

- 1 35. (Amended) The method of claim  $\underline{7}$  [32] wherein the <u>dynamic</u>
- 2 [user] information comprises information on web sites visited and time spent
- 3 by the target computer.
- 36. (Amended) The <u>content provider</u> [method] of claim <u>27</u> [30]
  wherein the <u>dynamic information comprises information on web sites visited</u>
  and time spent by the user [rule has a form of condition-action pairs].
  - 37. (Amended) The method of claim 10 [36] wherein the rule matches the content with the characteristic [characteristics] of the target computer.

## Please add claims 39-45 as follows.

- 1 39. (New) The method of claim 7 wherein the first agent uses 2 MICROSOFT® ACTIVE™.
- 40. (New) The content provider of claim 14 wherein the first agent uses MICROSOFT® ACTIVE™.
- 1 41. (New) The system of claim 1 wherein the content is transmitted 2 in an internet protocol format.
  - 42. (New) The content provider of claim 14 further comprising a second agent to update information in the rule page.

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43. (New) The system of claim 1 further comprising a secong agent

2 to update information in the rule page.

44. (New) The method of claim 7 wherein the content is an ad

2 banner.

45. (New) The content provider of claim 14 wherein the content is

2 an ad banner.